



DECLARATION AND POWER OF ATTORNEY FOR PATENT APPLICATION

As a below named inventor, we hereby declare that:

My residence, post office address and citizenship are as stated below next to my name. I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled INTERNET STRATEGIC BRAND WEIGHTING FACTOR

the specification of which (check one)

X is attached hereto
____ was filed on _____ as United States Application Number
or PCT International Application Number _____
and was amended on _____.

I hereby state that I have reviewed and understand the contents of the above identified specification, including claims, as amended by any amendment referred to above. I acknowledge the duty to disclose to the U.S. Patent and Trademark Office all information known to me to be material to patentability as defined in 37 CFR § 1.56.

I hereby claim foreign priority benefits under 35 U.S.C. § 119(a)-(d) or § 365(b) of any foreign application(s) for patent or inventor's certificate, or § 365(a) of any PCT International application which designated at least one country other than the United States, listed below and have also identified below any foreign application for patent or inventor's certificate, or PCT International application having a filing date before that of the application on which priority is claimed.

Priority Claimed

_____ (Number)	_____ (Country)	_____ (Day/Month/Year Filed)	____ Yes ____ No
_____ (Number)	_____ (Country)	_____ (Day/Month/Year Filed)	____ Yes ____ No

I hereby claim the benefit under 35 U.S.C. § 119(e) of any United States provisional application(s) listed below.

_____ (Application Number)	_____ (Filing Date)
_____ (Application Number)	_____ (Filing Date)

I hereby claim the benefit under 35 U.S.C. § 120 of any United States application(s), or § 365(c) of any PCT International application designating the United States, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT International application in the manner provided by the first paragraph of 35 U.S.C. § 112, I acknowledge the duty to disclose material information as defined in 37 CFR § 1.56(a) which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

_____ (Appl. Serial No.)	_____ (Filing Date)	_____ (Status)(patented, pending, abandoned)
_____ (Appl. Serial No.)	_____ (Filing Date)	_____ (Status)(patented, pending, abandoned)

6. Nov. 2001 8:12

IBM PENNANT HILLS 61 2 93547766

No. 6432 P. 2/3

01 14:44 FR WORLD TRADE SYSLAB

9144332041 TO 901161293547766 P.02/02

Docket No: CHA920010014US1

Page 2 of 3

ADDED PAGE TO COMBINED DECLARATION AND POWER OF ATTORNEY
FOR SIGNATURE BY FIRST AND SUBSEQUENT INVENTORS

POWER OF ATTORNEY: As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith:

Steve Soucar, Reg. No. 32,440; Norman Gundel, Reg. No. 30,387; Carl Hesse, Reg. No. 25,398;
Doug Lashmit, Reg. No. 28,871; Richard Towlin, Reg. No. 24,449; Christopher R. Hughes, Reg. No. 26,914;
John E. Noel, Reg. No. 26,279; Joseph C. Redmond, Jr., Reg. No. 16,752;
James E. Murray, Reg. No. 20,915;

Send Correspondence to: James E. Murray

69 South Gate Drive, Poughkeepsie, N.Y. 12601

Telephone: (845) 462-4763

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full Name of sole or first inventor: JANE CHILDS

Signature: Jane Childs

Date: 6 November 2001

Residence: 14 SOMERSET STREET, NEW SOUTH WALES, AUSTRALIA 2121

Citizenship: AUSTRALIAN

Post Office Address: Same as above

Full Name of second joint inventor: MOON JO KIM

Signature: MOON JO KIM

Date: Nov. 1, 2001

Residence: 26 SYRWOOD HEIGHTS, WAPPINGERS FALLS, NEW YORK 12590

Citizenship: U.S.

Post Office Address: Same as above

Full Name of sole or third inventor: SUSAN BURLINGAME LEVANGIA

Signature: _____

Date: _____

Residence: 21 JANET STREET, KINGSTON, NEW YORK 12401

Citizenship: U.S.

Post Office Address: Same as above

Received Time 3. Nov. 4:48

Print Time 3 Nov 4:40 PM

ADDED PAGE TO COMBINED DECLARATION AND POWER OF ATTORNEY
FOR SIGNATURE BY FIRST AND SUBSEQUENT INVENTORS

POWER OF ATTORNEY: As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith:

Steve Soucar, Reg. No. 32,440; Norman Gundel, Reg. No. 30,337; Carl Hessa, Reg. No. 25,393;
Doug Lashmit, Reg. No. 28,871; Richard Tomlin, Reg. No. 24,449; Christopher R. Hughes, Reg. No. 26,914;
John E. Hoel, Reg. No. 26,279; Joseph C. Redmond, Jr., Reg. No. 18,753;
James E. Murray, Reg. No. 20,915;

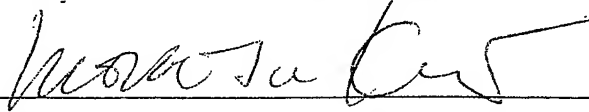
Send Correspondence to: James E. Murray
69 South Gate Drive, Poughkeepsie, N.Y. 12601
Telephone: (845) 462-4763

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

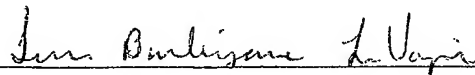
Full Name of sole or first inventor: JANE CHILDS

Signature: _____ Date: _____
Residence: 14 SOMERSET STREET, NEW SOUTH WALES, AUSTRALIA 2121
Citizenship: AUSTRALIAN
Post Office Address: Same as above

Full Name of second joint inventor: MOON JU RIM

Signature:  Date: NOV. 1, 2001
Residence: 26 SHERWOOD HEIGHTS, WAPPINGERS FALLS, NEW YORK 12590
Citizenship: U.S.
Post Office Address: Same as above

Full Name of sole or third inventor: SUSAN BURLINGAME LEVANGIA

Signature:  Date: November 6, 2001
Residence: 21 JANET STREET, KINGSTON, NEW YORK 12401
Citizenship: U.S.
Post Office Address: Same as above

P.04/04

914632041 TO 9011442095:84110 P.02/05

Pocket No.: CBA926814814851

Page 3 of 3

Full Name of fourth joint inventor: PAUL NICHOLAS MARTINEZ

Signature: Paul McIntyre Date: 5 NOV 2001

Residence: 17 WARWICK CLOSE, HAMPTON, MIDDLESEX, TW12 2TZ, BRITISH KINGDOM

Citizenship: BRITISH

Post Office Address: Same as above

Full Name of sole or fifth inventor: JOSE IBON-RODRIGUEZ

Signature: Juan Leon Rodriguez Date: Nov. 7, 2001

Residence: 27 PARK DRIVE #103, PLEASANT VALLEY, NEW YORK 12560

Citizenship: U.S.

Post Office Address: Same as above

Full Name of sixth joint inventor: LAMANA ROGERS

Signature: Silman D. Givens Date: Nov 5, 2000

Residence: 97 BALE STREET, BROOKLYN, NEW YORK 11205

Citizenship: U.S. .

Post Office Address: Same as above